

ORDER



KSDK

Orders
Order / Rev: 686476
Alt Order #: 06158718
Product Desc: DCCC
Estimate: 1254
Flight Dates: 10/16/12 - 10/22/12
Original Date / Rev: 10/17/12 / 10/17/12
Order Type: Political

Primary AE: Kristin Waskie
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Great American Media/ POL
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave. NW, Ste. 800
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Iss/ DCCC
Demographic: A35+
Product Codes: IS-Candidate/US House
Priority: P-1
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	47	\$78,700.00	\$66,895.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	47	\$78,700.00	\$66,895.00	0.00
Totals	47	\$78,700.00	\$66,895.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kristin Waskie			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KSDK	41%	\$78,700.00
Market	100%	\$191,951.22

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KDNL	6%	\$11,517.07
KETC	0%	\$0.00
KMOV	27%	\$51,826.83
KNLC	0%	\$0.00
KPLR	2%	\$3,839.02
KTVI	24%	\$46,068.29
UNKWN	0%	\$0.00
WHSL	0%	\$0.00
WPXS	0%	\$0.00
WRBU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KSDK	10/16/12	10/22/12	LN (M-F) LN (M-F)	CM	10-1035p	MTWTF--	:30	2	\$3,375.00	P-1	0.00	NM	2	\$6,750.00
NEWS 5 AT 10															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/16/12	10/22/12	MTWTF--		2		\$3,375.00		0.00					
2	KSDK	10/16/12	10/22/12	M-F 10-11A News at 10am	CM	10-11A	MTWTF--	:30	1	\$560.00	P-1	0.00	NM	1	\$560.00

Advertiser:	Iss/ DCCC
Product Desc:	DCCC
Estimate:	1254

KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
NEWSCHANNEL 5 AT 10AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--		1			\$560.00		0.00				
3	KSDK	10/16/12	10/22/12	Tonight Show Tonight Show	CM	1035-1137p	MTWTF--	:30	3	\$1,010.00	P-1	0.00	NM	3	\$3,030.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--		3			\$1,010.00		0.00				
4	KSDK	10/16/12	10/22/12	M-F 11-12P Today Show III	CM	11A-12P	MTWTF--	:30	1	\$615.00	P-1	0.00	NM	1	\$615.00
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--		1			\$615.00		0.00				
5	KSDK	10/16/12	10/22/12	M-F 1230-1p Show Me St. Louis	CM	1230-1p	MTWTF--	:30	1	\$675.00	P-1	0.00	NM	1	\$675.00
SHOW ME ST. LOUIS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--		1			\$675.00		0.00				
6	KSDK	10/16/12	10/22/12	M-F Noon News Noon News	CM	12-1230p	MTWTF--	:30	2	\$790.00	P-1	0.00	NM	2	\$1,580.00
NEWSCHANNEL 5 AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--		2			\$790.00		0.00				
7	KSDK	10/16/12	10/22/12	M-F 3-4p Ellen	CM	3-4p (3:00 PM-4:00 PM)	MTWTF--	:30	3	\$850.00	P-1	0.00	NM	3	\$2,550.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--		3			\$850.00		0.00				
8	KSDK	10/16/12	10/22/12	M-F 4P News News 5 at Four	CM	4-430P	MTWTF--	:30	2	\$1,125.00	P-1	0.00	NM	2	\$2,250.00
NEWSCHANNEL 5 AT 4PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--		2			\$1,125.00		0.00				
9	KSDK	10/16/12	10/22/12	M-F 430-5p Jeopardy	CM	430-5p	MTWTF--	:30	2	\$1,235.00	P-1	0.00	NM	2	\$2,470.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--		2			\$1,235.00		0.00				
10	KSDK	10/16/12	10/22/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	MTWTF--	:30	2	\$2,800.00	P-1	0.00	NM	2	\$5,600.00
NEWSCHANNEL 5 @ 5P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--		2			\$2,800.00		0.00				
11	KSDK	10/16/12	10/22/12	M-F 5-6A 5-6a	CM	5-6A (5:00 AM-6:00 AM)	MTWTF--	:30	2	\$675.00	P-1	0.00	NM	2	\$1,350.00
TODAY IN ST. LOUIS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--		2			\$675.00		0.00				
12	KSDK	10/16/12	10/22/12	M-F 5P News News Channel 5 at 5P	CM	5-530P (5:28 PM-5:30 PM)	MTWTF--	:30	1	\$4,000.00	P-1	0.00	NM	1	\$4,000.00
NBC NEWS ADJ															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--		1			\$4,000.00		0.00				
13	KSDK	10/16/12	10/22/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	MTWTF--	:30	2	\$3,025.00	P-1	0.00	NM	2	\$6,050.00
NEWSCHANNEL 5 @ 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--		2			\$3,025.00		0.00				
14	KSDK	10/16/12	10/22/12	M-F 6-7A 6-7a	CM	6-7A	MTWTF--	:30	2	\$1,350.00	P-1	0.00	NM	2	\$2,700.00
TODAY IN ST. LOUIS															

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14	KSDK	10/16/12	10/22/12	M-F 6-7A 6-7a	CM	6-7A	MTWTF--	:30	2	\$1,350.00	P-1	0.00	NM	2	\$2,700.00
TODAY IN ST. LOUIS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--					2	\$1,350.00		0.00			
15	KSDK	10/16/12	10/22/12	630-7P Wheel 630-7P Wheel of Fortune	CM	630-7P	MTWTF--	:30	3	\$3,000.00	P-1	0.00	NM	3	\$9,000.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--					3	\$3,000.00		0.00			
16	KSDK	10/16/12	10/22/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	MTWTF--	:30	2	\$1,235.00	P-1	0.00	NM	0	\$0.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--					2	\$1,235.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSDK	10/16/12-10/22/12	M-F NBC Today 7-9A		7-9A		MTWThF----	:30		(\$1,235.00)		0.00	NM		
See MG 18.2,18.3,18.4,18.5,18.6,18.7,18.8															
2	KSDK	10/16/12-10/22/12	M-F NBC Today 7-9A		7-9A		MTWThF----	:30		(\$1,235.00)		0.00	NM		
See MG 18.2,18.3,18.4,18.5,18.6,18.7,18.8															
17	KSDK	10/16/12	10/22/12	M-F 9-10A NBC Today Show II 9-10A	CM	9-10A	MTWTF--	:30	1	\$850.00	P-1	0.00	NM	1	\$850.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--					1	\$850.00		0.00			
N18	KSDK	10/19/12	10/19/12	Fri Prime C DATELINE	CM	9-10P (9:00 PM-10:00 PM)	----F--	:30	1	\$3,000.00	P-2	0.00	NM	7	\$18,970.00
DATELINE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--					1	\$3,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSDK	10/15/12-10/21/12	Fri Prime C		9-10P		(9:00 PM-10:00 PM)-----F----	:30		(\$3,000.00)		0.00	NM		
See MG 18.2,18.3,18.4,18.5,18.6,18.7,18.8															
2	KSDK	10/22/12-10/22/12	Prime Political Program		Pres. Debate #3 (8:00 PM-10:00 PM)		M-----	:30		(\$4,500.00)		0.00	NM		
Ⓜ See MG 18.9 [RATE - S/B \$7875]															
3	KSDK	10/17/12-10/17/12	Wed Prime B		8-9P		--W-----	:30		\$4,950.00		0.00	NM		
Ⓜ MG for 16.2,16.1,19.1,24.1,18.1															
4	KSDK	10/18/12-10/18/12	Thu Prime C		9-10P		---Th----	:30		\$3,150.00		0.00	NM		
Ⓜ MG for 16.2,16.1,19.1,24.1,18.1															
5	KSDK	10/19/12-10/19/12	Fri Prime B		8-9P		-----F----	:30		\$4,050.00		0.00	NM		
Ⓜ MG for 16.2,16.1,19.1,24.1,18.1															
6	KSDK	10/20/12-10/20/12	SAT TDY		7-9A		-----Sa--	:30		\$1,125.00		0.00	NM		
Ⓜ MG for 16.2,16.1,19.1,24.1,18.1															
7	KSDK	10/20/12-10/20/12	SAT TDY		7-9A		-----Sa--	:30		\$1,125.00		0.00	NM		
Ⓜ MG for 16.2,16.1,19.1,24.1,18.1															
8	KSDK	10/16/12-10/19/12	M-F 4-5A		4-5A		-TWThF----	:30		\$70.00		0.00	NM		
Ⓜ MG for 16.2,16.1,19.1,24.1,18.1															
9	KSDK	10/19/12-10/19/12	Fri Prime C		9-10P		-----F----	:30		\$4,500.00		0.00	NM		
Ⓜ MG for 18.2 10/22 [n/a]															
19	KSDK	10/22/12	10/22/12	Mon Prime Other THE VOICE	CM	7-9P (7:00 PM-9:00 PM)	M-----	:30	1	\$5,625.00	P-1	0.00	NM	0	\$0.00
THE VOICE EFF: 9/24/12															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$5,625.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSDK	10/22/12-10/28/12	Mon Prime		7-10p		(7:00 PM-8:00 PM)M-----	:30		(\$5,625.00)		0.00	NM		
See MG 18.2,18.3,18.4,18.5,18.6,18.7,18.8															
20	KSDK	10/20/12	10/20/12		CM	10-1035p		:30	1	\$2,700.00	P-1	0.00	NM	1	\$2,700.00

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Advertiser: Iss/ DCCC
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KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				LN (Sa)	-----S-										
				LN (Sa)											
				NEWS 5 AT 10											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/15/12	10/21/12	-----S-			1		\$2,700.00	0.00					
21	KSDK	10/20/12	10/20/12	Sat 6-7A	CM	6-7A	-----S-	:30	1	\$550.00	P-1	0.00	NM	1	\$550.00
				Sat 6-7A											
				TODAY IN ST. LOUIS SAT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/15/12	10/21/12	-----S-			1		\$550.00	0.00					
22	KSDK	10/20/12	10/20/12	Sat 9a	CM	9-10A	-----S-	:30	1	\$1,125.00	P-1	0.00	NM	1	\$1,125.00
				Sat 9-10a											
				NEWS CHNL 5 AT 9											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/15/12	10/21/12	-----S-			1		\$1,125.00	0.00					
23	KSDK	10/21/12	10/21/12	NC5 at 5P Sun	CM	5-530P	-----S	:30	1	\$1,575.00	P-1	0.00	NM	1	\$1,575.00
				News Channel 5 at 5P Sun											
				NEWS 5 AT 5											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/15/12	10/21/12	-----S			1		\$1,575.00	0.00					
24	KSDK	10/21/12	10/21/12	NFL Regular Season Football	CM	Various	-----S	:30	1	\$7,875.00	P-2	0.00	NM	0	\$0.00
				NFL Regular Season Football (7:00 PM-10:30 PM)											
				SUNDAY NIGHT FOOTBALL 9/9/12 - 12/3											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/15/12	10/21/12	-----S			1		\$7,875.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	KSDK	10/15/12-10/21/12		NFL Regular Season Football	Various		(7:00 PM-10:30 PM)	-----Su	:30	(\$7,875.00)	0.00	NM			
				See MG 18.2,18.3,18.4,18.5,18.6,18.7,18.8											
				[BELOW LUR RATE - NEED TO BE \$10,125]											
25	KSDK	10/21/12	10/21/12	SUN TDY	CM	7-8A	-----S	:30	1	\$1,125.00	P-1	0.00	NM	1	\$1,125.00
				NBC Today Show (Su)											
				TODAY SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/15/12	10/21/12	-----S			1		\$1,125.00	0.00					
26	KSDK	10/16/12	10/16/12	Tue Prime C	CM	9-10P	-T-----	:30	1	\$2,475.00	P-1	0.00	NM	2	\$2,475.00
				PARENTHOOD											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/15/12	10/21/12	-T-----			1		\$2,475.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	KSDK	10/15/12-10/21/12		Tue Prime C	9-10P		-T-----	:30	(\$2,475.00)	0.00	NM				
				See MG 26.2,26.3											
				[Prgm Change] debate											
2	KSDK	10/21/12-10/21/12		LN2 (Su)	1033p-11p		-----Su	:30	\$1,125.00	0.00	NM				
				Ⓜ MG for 26.1 10/16											
				[n/a]											
3	KSDK	10/20/12-10/20/12		Sat Prime C	9-10P		-----Sa--	:30	\$1,350.00	0.00	NM				
				Ⓜ MG for 26.1 10/16											
				[n/a]											
27	KSDK	10/16/12	10/22/12	M-F 4-5A	CM	4-5A	MTWTF--	:30	3	\$50.00	P-1	0.00	NM	3	\$150.00
				4-5A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/16/12	10/22/12	MTWTF--			3		\$50.00	0.00					
													Totals	47	\$78,700.00